

**In the mail****Customer letters**

**K mart 4444 - Fitchburg, MA.** Esther Hill, Grill Employee - LuAnn Brault, Footwear Manager

My wife and I rarely miss the opportunity of shopping at your store, at least once a week and must congratulate you on the fine help that oversees the wants of the customer. It is indeed refreshing to shop at a place where the customer receives such prompt, efficient and courteous service.

In particular we wish to single out Esther Hill in the refreshment area and LuAnn in the shoe department. They have attended us over and beyond the ordinary requirements of service.

**K mart 4375 - Peoria, IL.** - Ed Armstrong, employee

Please allow me to convey my sincere appreciation to one of your employees Mr. Ed Armstrong for his undivided attention that he rendered me the other day regarding my rain check.

It was a situation, more or less of insignificant nature, but Mr. Armstrong treated the situation as a very important customer issue. It was greatly appreciated. He handled the situation with care and ease, expediting the situation to my ultimate satisfaction.

Again I would like to express my thanks to you for being part of the training, and please express my appreciation to Ed Armstrong. It is nice to receive kind attention and good service.

Keep up the fine work!!

**K mart 3381, Fort Pierce, FL.** - Joe Simms, employee.

I recently purchased a radio recorder from your Fort Pierce Florida store. During the time I was deciding I was never given service and information as good and informative about any product as your employee gave me. In this day and age this is quite unusual.

His name is Joe Simms and his employee number is 71. He has made me a K mart shopper for life.

**K mart 7160 - Beaufort, SC.** - F.W. Goodwin, Manager - Mark DiNatale, employee.

We of Gamma Beta Phi wish to thank Mr. Mark DiNatale of the Beaufort K mart for the donation of a wine rack for our fall raffle. Mr. DiNatale was also helpful in assisting us to obtain a donation of wine from the distributor. We sold 450 tickets and were able to award two scholarships for this spring semester, one full-time and one part-time.

Again, thanks to Mr. DiNatale and K mart for supporting our raffle, for without your help it would not have been nearly as successful.

**K mart 7436 - Jacksonville, FL.** - Employee Betty Moore.

As a consumer, I feel a deep sense of appreciation for service I received about three weeks ago in your K mart 7436 N. University Blvd., Jacksonville, FL.

Your employee Betty Moore deserves to be commended on her great knowledge of repairing watches, her friendly attitude and courteous service.

After making three trips to professional watch repair shops with my husband's "Timex," I was rudely advised to mail it to Timex Company for repair. I then heard about "Betty at K mart." She proceeded to check the watch out one thing at a time - in between customers - and finally got it to work. And it's been working ever since. She is a

### Customer Pleaser



**Sarah Smith,**  
**K mart 3118,**  
**Philadelphia, PA**

Reporter Maria Kibrik of K mart 3118, Philadelphia, Pennsylvania and the staff have nominated Sarah Smith, a 40 year celebrant as a Customer Pleaser.

Sarah started her career with the Company on May 4, 1943 at Kresge 335, in Philadelphia. She started as a sales clerk and continually worked her way into just about every facet of the retail business. When 335 closed, she then went to Kresge 327 and then to K mart 3118. Maria says, "I think the greatest thing about Sarah is her ability to grow as the Company grows, never forgetting the fond memories of the past, yet eager to move forward always welcoming progress. It seems that we are constantly congratulating Sarah on her many accepted worthwhile suggestions. While she has been rewarded financially, I believe the greatest reward for Sarah is to see ideas being used daily in all of our stores."

Sarah's position as office manager often finds her looking for a more efficient way to accomplish the every day duties in a K mart.

jewel in her own right. She rejected my offer to compensate for her service. This letter is the best way I can think of to show my appreciation.

### K mart 3388 - Reading, PA. - Staff.

I purchased the enclosed traverse rod re-cording kit at K mart, Madeira Plaza, 5th Street Highway, Reading, PA.

After numerous attempts to use it, I finally went to the above store for help!

Your courtesy desk help, your department help and above all, a young manager with red hair named "Rich" went out of their way to make sure my curtain rod worked correctly.

I want you to know I'm grateful for the kind way these people assured me, in particular, since the price was such a small amount.

I make many purchases at this store and will continue to do so. It's like having a guarantee of satisfaction!

**K mart 3142 - Tallmadge, OH.** Employee Ken Wasko, and Department Manager.

Many times certain individuals that work for a firm go unnoticed. I wish to take a few moments to bring to your attention the consideration we received from two individuals at your K mart branch 3142 in Tallmadge, Ohio.

Several weeks ago a problem arose in which our television set malfunctioned. This RCA 19" Color Trak was purchased just over a year ago. We therefore, reasoned that perhaps your store would agree that something was wrong that should be corrected by the manufacturer. My wife and I returned to the store from which we purchased the television and talked to the salesperson, Ken Wasko. His concern was immediately evident and subsequent action by Ken as well as his manager and your entire organization is to be noted.

Please accept our expression of gratitude and appreciation to your people for a job well done.

**K mart 3372 - Poughkeepsie, NY.** - M.J. Sanders, Manager - Staff.

I am writing in reference to your K mart store located at South Hills Mall, Poughkeepsie, New York, concerning your employees. They are very courteous, helpful and very nice. For myself, I am very pleased with shopping there. They sure deserve to be praised.

I have done shopping at this store from the very first day it was opened and I hope it remains that way.

**K mart 3130, Redding, CA.** - S.J. Brown, Manager - Wes and Staff.

As a very satisfied customer of K mart Automotive, I would like to take this opportunity to express my appreciation for the courteous and excellent service that I received on two recent visits to your store for brakes, lube, tune-up and follow-up service, not to mention the great K mart warranties.

As a recent arrival to Redding from the Bay Area, and not knowing whom I should trust for auto service, several acquaintances recommended K mart. Well, I certainly have not regretted the advice; in fact, I must say that I was pleasantly surprised at the great service I've found. Furthermore, I shall continue to entrust my car to your good hands in the future, and also spread the word to friends and relatives as well.

Wes and his staff are to be commended for not only their craftsmanship, but also for their honesty and the integrity in which they uphold the K mart tradition. Their good training was certainly evident as I lingered around the shop on both occasions. I couldn't help but notice the harmony that prevailed in the shop amidst the daily pressures of time schedules and unforeseeable shortcomings.

Please keep up the good work.